

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1-56 are pending in the application, with 1, 21, 41, 53, and 54 being the independent claims. Due to an election, only claims 1-7, 18, 21-27, 38, 41-44, and 53 are currently being considered by the Examiner at this time. New claim 56 is sought to be added. These changes are believed to introduce no new matter, and their entry is respectfully requested.

Based on the above amendment and the following remarks, Applicants respectfully request that the Examiner reconsider all outstanding objections and rejections and that they be withdrawn.

Objection to the Specification

The Examiner has objected to the abstract because of "undue length and duplication of title." (See Office Action, page 2). Applicants request the entry of the above amendments to the specifications and submit that the amended abstract is in conformity with MPEP § 608.01(b). Accordingly, Applicants respectfully request that the objection be withdrawn.

Objections to the Drawings

The Examiner has objected to the drawings under 37 CFR 1.84(h)(5) because the Examiner alleges that FIGs. 3 and 4 show "modified forms of construction in the same view." (See Office Action, page 3). Applicants respectfully disagree. Applicants point

to 37 CFR 1.84(h)(5) which states, "Modified forms of construction must be shown in separate views." HTML code segment 410 is depicted in FIG. 4 separately from FIG. 3. Applicants, therefore, submit that FIGs 3. and 4 are in conformity with 37 CFR 1.84(h)(5). Accordingly, Applicants respectfully request that the objection be withdrawn.

The Examiner has objected to FIGs. 13-14 because the legend --Prior Art-- has been omitted. (See Office Action, page 3). Applicants have amended FIGs. 13, 14A, 14B, and 14C to include the legend --Prior Art-- and have provided replacement sheets for the drawings. Accordingly, Applicants respectfully request that the objection to the drawings be withdrawn.

Rejections under 35 U.S.C. § 103

Independent Claim 1

The Examiner has rejected claim 1 under 35 U.S.C. §103(a) as allegedly being unpatentable over PCT Patent Application WO 9820434 A2 by Lenz (herein referred to as "Lenz"). (See Office Action, page 3). Applicants respectfully traverse.

The Examiner alleges that elements (a), (b), and (c) of claim 1 are taught by Lenz. (See Office Action, page 3-4). Furthermore, the Examiner acknowledges that Lenz does not teach element (d) of claim 1, but the Examiner alleges that element (d) "would have been obvious to one of ordinary skill in the art at the time of the invention to be motivated to provide for it since the conventional HTML Generator module of the Virtual Design Studio creates an encoding of the database contents into a format that can

be easily read by the client-side software on the user's computer ... and thus the user would be able to copy the code from the file and insert the code without having to retype it so as to lower the chances for mistakes." (See Office Action, page 5). Applicants respectfully disagree.

Contrary to the assertion in the Office Action, Lenz does not teach or suggest each and every element of claim 1. Lenz discloses a mechanism to create a new website by analyzing an existing website. (See Lenz, Abstract). At the very least, Lenz does not recite a method for propagating a poster of host site content to remote users over the World Wide Web as recited in claim 1. Lenz does not teach or suggest *inter alia*, steps of: (a) hosting a configuration session that allows a first remote user to configure a propagative poster of host site content based on at least one configuration selection input by the remote user; (b) generating a propagative poster identifier that references the user-configured propagative poster; (c) generating a Web code segment that includes the propagative poster identifier and a link to the host site; and (d) forwarding the generated Web code segment to the first remote user in real-time, as recited in claim 1.

Furthermore, Lenz discloses creating different versions of the new website that are optimized for different network bandwidths. (See Lenz, page 19, lines 21-33, page 20, lines 1-6). Lenz also teaches that an AI module can be used with client software such as the Vayu Web Client to deliver a version of the new website to the client that is optimal for the network connection between the new website and the client. (See Lenz, FIG. 11, page 14, lines 5-23, page 20, lines 25-32, page 21, lines 1-2). Since, various versions of the new website must be properly stored and must conform to standards that can be understood by the client software, Lenz describes a tool called the "Virtual Design

Studio" to automate the creation of the various versions of the new website. (See Lenz, pages 20-23). Hence, the teaching of the "Virtual Design Studio" suggests that Lenz may provide an easy mechanism to hide from the web designer the complexities of generating web code to create and manage multiple versions of the new website but not propagation over the Web as in the claimed invention, see claim 1, steps (a)-(d).

Furthermore, Lenz is focused on teaching a mechanism to create a new website from an existing website. (See Lenz, Abstract). Lenz describes a new website formed by creating menus, web sequences, and multiple versions that are optimized for various network bandwidths. (See Lenz, page 21, lines 7-12). Since Lenz is focused on the creation of a new website, Lenz does not suggest that code generated for the new website should be included in another website in propagative fashion as claimed. Hence, absent presentation of a specific teaching by the Examiner to contrary, Lenz does not teach or suggest a step (d) as recited in claim 1 of "forwarding the generated Web code segment to the first remote user in real-time; whereby the generated Web code segment can be inserted into a Web page of the first remote user to create a first remote user-configured propagative poster on the Web page of the first remote user."

Therefore, for at least the reasons stated above, claim 1 is patentable. Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 1.

Independent Claims 21, 41, and 53

The Examiner has rejected independent claims 21, 41, and 53 by applying the same rationale used to reject independent claim 1. (See Office Action, page 5). Claims

21, 41, and 53 are patentable for at least the reasons stated above, in addition to the elements, limitations, and/or features recited therein. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 21, 42, and 53, and allowance thereof.

Dependent Claims 2-4, 6, 7, 18, 22-24, 26, 27, 38, and 42-44

The Examiner has rejected claims 2-4, 6, 7, 18, 22-24, 26, 27, 38, and 42-44 as allegedly being unpatentable over Lenz and further in view of Business Wire (Google). (See Office Action, page 5). Applicants respectfully traverse. Even if a combination of Lenz and the Business Wire article is assumed for the sake of argument to be proper, the Business Wire (Google) article fails to overcome the deficiencies noted above in Lenz.

Claims 2-4, 6, 7, and 18 depend from independent claim 1 and are patentable for at least the reasons stated above, in addition to the elements, limitations, and/or features recited therein. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 2-4, 6, 7, and 18, and allowance thereof.

Claims 22-24, 26, 27, and 38 depend from independent claim 21 and are patentable for at least the reasons stated above, in addition to the elements, limitations, and/or features recited therein. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 22-24, 26, 27, and 38, and allowance thereof.

Claims 42-44 depend from independent claim 41 and are patentable for at least the reasons stated above, in addition to the elements, limitations, and/or features recited

therein. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 42-44, and allowance thereof.

Dependent Claims 5 and 25

The Examiner has rejected claims 5 and 25 as allegedly being unpatentable over Lenz and Business Wire (Google) and further in view of U.S. Patent 6401075 B1 to Mason *et al.* ("Mason") (See Office Action, page 10). Applicants respectfully traverse. Even if a combination of Lenz, the Business Wire article, and Mason is assumed for the sake of argument to be proper, Mason fails to overcome the deficiencies noted above in Lenz.

Claim 5 depend from independent claim 1 and are patentable for at least the reasons stated above, in addition to the elements, limitations, and/or features recited therein. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 5, and allowance thereof.

Claims 25 depend from independent claim 21 and are patentable for at least the reasons stated above, in addition to the elements, limitations, and/or features recited therein. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 25, and allowance thereof.

New Claim 56

New claim 56 is sought to be added and is patentable over the cited references in this Office Action for at least the reasons stated above. Therefore, Applicants submit

that claim 56 is in condition for allowance. Applicants respectfully request consideration of new claim 56, and allowance thereof.

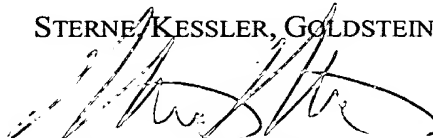
Conclusion

All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment and Reply is respectfully requested.

Respectfully submitted,

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Date: February 17, 2005

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